

**McDowell Corridor/South Scottsdale Economic Development Task Force
DRAFT City Council Report Items**

Vision/Target Market Position

1. Should a McDowell district be identified? (Yes/No) If yes, what should the boundaries be:
 - a. Only Properties along McDowell
 - b. The existing redevelopment boundary (Option A, plus Scottsdale Rd south of Thomas)
 - c. Add Hayden Road
 - d. Add properties along Scottsdale Road from Thomas to downtown
 - e. Other
 - f. No need to identify a special district
2. Should the area have a brand? (Yes/No)
3. Identify your preferences with regard to land uses in this area:
 - a. Local versus regional appeal
 - b. Focal points with higher density/intensity, versus density/intensity all along the corridor
 - c. What do you think are realistic land uses?
 - d. Should some land uses take precedence over others?
4. What are the top three areas Scottsdale should capitalize on in terms of proximity?
 - a. Airport
 - b. SkySong
 - c. Phoenix Zoo/Desert Botanical Garden (Papago Park)
 - d. Salt River Pima Maricopa Indian Community
 - e. ASU/Tempe
 - f. Downtown Scottsdale
5. Do you support regional partnerships in area revitalization efforts? (Yes/No) If Yes, which of the following?
 - a. Discovery Triangle
 - b. Papago Park
 - c. Other
 - d. None
6. Do you agree that a cost/benefit analysis should be performed on Task Force recommendations, where applicable? (Yes/No)

Area Infrastructure and Amenities

1. Should the Task Force recommend that existing and future infrastructure (e.g. roads and transit, storm water, police) continue to be evaluated to accommodate revitalization? (Yes/No). If additional infrastructure improvements are necessary, how should they be funded?
 - a. Developers
 - b. City funded

- c. Combination public/private partnerships
2. Which of the concepts/proposals presented to the Task Force should be investigated more thoroughly?
 - a. Habitat for Tomorrow
 - b. Green Valley
 - c. Biomedical/Technical Research Park
 - d. 64th and McDowell hotel/resort
 - e. "Island" – McDowell Road one-way pair with development in existing ROW
 - f. Canalscape – mixed use development at McDowell and canal
 - g. Epicenter green technology corridor
 - h. Annexation of northern portion of Papago Park
 - i. Relocation of McDowell Road in Papago Park to accommodate amphitheater
 - j. Multipurpose event center adjacent to SkySong
 - k. Exploration of revenue sharing for auto retail and employment with SRP-MIC
 - l. Other
 - m. None
 3. What transit options should be considered to connect the area to the region?
 - a. Current MAG plans (bus and Bus Rapid Transit)
 - b. Flexible-route transit only, e.g. bus, trolley
 - c. Fixed-route transit, e.g. light rail
 - d. None of the above
 4. Should a cost benefit analysis be performed on any recommended transit option?

City Efforts to Promote Redevelopment and to Attract and Retain Businesses

1. Should the City be pro-active in stimulating revitalization? (Yes/No) If yes, which of the following would you recommend?
 - a. Marketing programs to promote the area
 - b. Recruit developers and businesses for targeted land uses and industries
 - c. Process improvements (example: expedited permitting) and regulatory changes (zoning ordinance changes, such as PUD tailored to this area)
 - d. Incentives, rebates, subsidies
 - e. Public investment in infrastructure or projects
2. What options should the City investigate to aid in funding development projects?
 - a. Enhanced Municipal Services District (EMSD) – improvement district within which property is assessed to pay for a higher level of services (e.g. marketing or policing)
 - b. Government Property Lease Excise Tax Abatement (GPLET) – reduced or abated in-lieu payment for city-owned property that is leased to a private company (e.g. parking garage)
 - c. Industrial Development Authority (IDA) bonds – the Authority and City approve issuance of below-market-rate bonds to finance certain types of facilities; bonds are repaid by the private entity seeking the funding

- d. Community Facilities Districts (CFD) – a special district issues bonds to construct public facilities, which are repaid by assessments on the properties within the district or revenues generated by them
 - e. General Obligation Bonds – debt issued by the City and repaid from the City’s general resources, e.g. sales and property taxes
 - f. Community Development Corporation (CDC) – community based not-for-profit corporation that typically pursues redevelopment opportunities and/or provides social and economic development services
 - g. New state legislation to allow municipalities to jointly pursue economic development opportunities in cooperation with other jurisdictions and authorities
3. What specific programs can the City adopt in revitalizing existing properties?
- a. Dedicated business services staff for the area
 - b. Review/reduce fees
 - c. Business façade improvement program
 - d. Cross-departmental area staff team
4. What areas of the zoning code should be reviewed and perhaps changed to facilitate revitalization?
- a. Building height
 - b. Density/intensity
 - c. Parking requirements
 - d. Setbacks/stepbacks/open space requirements
 - e. Modified PUD
 - f. No changes
5. Should the redevelopment area designation be continued? (Yes/No)
6. Should government encourage certain land uses? (Yes/No)
7. Should there be a systematic plan to retain existing auto dealerships? (Yes/No)

Neighborhood Involvement

- 1. Should structures or controls ensure that commercial areas will be compatible with adjacent neighborhoods? (Yes/No)
- 2. Should the city explore neighborhood revitalization strategies?
 - a. Assist/advise home owners in modernizing or rehabbing their homes
 - b. More flexible residential zoning
 - c. Help organize citizen volunteers in neighborhoods
 - d. Other
- 3. How should the recommendations of the Task Force be transitioned into a longer-term effort by residents, businesses, and property owners?